REMARKS/ARGUMENTS

Favorable reconsideration of this application as presently amended and in light of the following discussion is respectfully requested.

Claims 1-4 are pending in this application, Claims 1 and 4 having been currently amended. Support for amended Claims 1 and 4 can be found, for example, in the original claims, drawings, and specification as originally filed.[1] No new matter has been added.

In the Office Action of January 23, 2009, Claims 1-4 were rejected under 35 U.S.C. § 103(a) as unpatentable over Aoki (U.S. Patent Publication No. 2002/0044126) in view of Yoshida (U.S. Patent No. 6,670,938).

In response to the rejection of Claims 1-4 under 35 U.S.C. § 103(a) as unpatentable over Aoki in view of Yoshida, Applicants respectfully submit that amended independent Claim 1 recites novel features clearly not taught or rendered obvious by the applied references.

Amended independent Claim 1 is directed to a flat display apparatus including, *inter alia*:

> ...a serial-parallel converter for sequentially and cyclically sampling the gradation data to convert the sampled gradation data into gradation data of a plurality of systems; and
>
> a plurality of horizontal driving circuits provided in correspondence to the gradation data of the plurality of systems for setting gradations for pixels of corresponding columns of said display portion in correspondence to the gradation data of the corresponding plurality of systems, wherein
>
> each of said plurality of horizontal driving circuits has a plurality of sampling circuits for successively sampling the gradation data of the corresponding one of the plurality of systems to distribute the gradation data of the corresponding plurality of systems to the corresponding columns, and a digital to analog converter for setting levels of output signals to the

[1] See original Claim 4.

> corresponding columns based on the sampling results from said plurality of sampling circuits,
>
> said serial-parallel converter outputs the gradation data of the plurality of systems to said corresponding plurality of horizontal driving circuits, respectively, at timing corresponding to the sequentially cyclic sampling, and ***said serial-parallel converter has a data converter for enlarging an amplitude of the gradation data and for sampling sequentially and cyclically the resulting data to convert the resulting data into data of the plurality of systems***, and
>
> said plurality of horizontal driving circuits sample the gradation data of the corresponding plurality of systems in said plurality of sampling circuits, respectively, at timing corresponding to sequentially cyclic sampling in said serial-parallel converter.

The Office Action of January 23, 2009, at page 5 asserts that paragraph [0082] of Aoki describes that "said serial-parallel converter has a data converter for enlarging an amplitude of the gradation data." Applicants respectfully disagree.

Paragraph [0082] of Aoki describes that an image signal compensation circuit 300 outputs a compensation level Cmp in response to an image signal VID. The appropriate compensation level Cmp is obtained for the whole range of gray levels of the image signal VID, and the compensation level Cmp is added to the image signal VID which corresponds to positive writing. However, as seen in Figure 1 of Aoki, the image signal compensation circuit 300 is located outside the processing circuit 400 which includes a S/P converter circuit 404. Figure 1 of Aoki also shows a D/A converter 402 located between the signal path of the image signal compensation circuit 300 and the S/P converter circuit 404. Thus, Aoki fails to teach or suggest that the ***serial-parallel converter has a data converter*** for enlarging an amplitude of the gradation data, because the S/P converter circuit 401 is not contained in the image signal compensation circuit 300.

Accordingly, Applicants respectfully submit that amended independent Claim 1 (and all claims dependent thereon) patentably distinguish over Aoki. Further, Applicants respectfully submit that Yoshida fails to cure the above-noted deficiencies of Aoki.

Accordingly, Applicants respectfully request that the rejection of Claims 1-4 under 35 U.S.C. § 103(a) as unpatentable over Aoki in view of Yoshida be withdrawn.

Consequently, in view of the present amendment, and in light of the above discussion, the pending claims as presented herewith are believed to be in condition for formal allowance, and an early and favorable action to that effect is respectfully requested.

Respectfully submitted,

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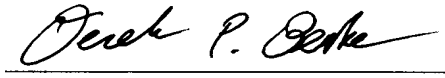

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